



Received  
7/8/02  
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#6

PATENT  
58621-5001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

ATIL, Larry Gregory, et al.

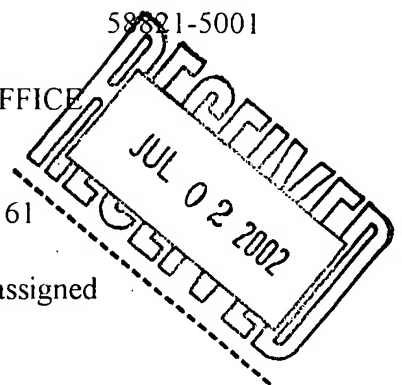
Serial No. 10/028,157

Filed: December 21, 2001

For: METHOD OF ORDERING  
PRODUCTS USING A PRINTED  
PUBLICATION

Group Art Unit: 2161

Examiner: Not yet assigned



**CERTIFICATE OF EXPRESS MAIL**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 and is addressed to: Office of Initial Patent Examination's Customer Service Center, Assistant Commissioner for Patents, Washington, D.C. 20231 on June 7, 2002 Express Mail Label No. EL89183596US by En

Office of Initial Patent Examination's  
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Assistant Commissioner for Patents  
Washington D.C. 20231

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JUN 28 2002

GROUP 3600

**REQUEST FOR CORRECTION OF CORRECTED FILING RECEIPT**

Dear Sir:

Attached is a copy of the corrected Filing Receipt issued on May 23, 2002 by the Patent Office in connection with the above-referenced patent application. Applicant respectfully requests a further correction of the enclosed corrected filing receipt.

We have reviewed the corrected filing receipt and have noted the omission of the assignment data as filed by the applicants.

An Assignment along with a Recordation Form Cover letter was submitted to the Assignment Division of the Patent and Trademark Office on March 28, 2002. Copies of the Assignment and Recordation Form Cover Letter are enclosed.

Serial No. 10/028,157

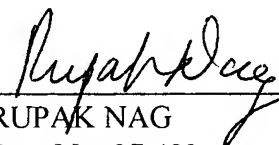


Applicant requests the correction be made accordingly and a new filing receipt be issued. The omission of the assignment information is not due to any error by the Applicant and no fee is due.

The Commissioner is hereby authorized to charge payment of any required fee for this application to Deposit Account No. 10-0440. A duplicate of this sheet is enclosed.

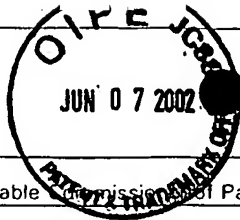
Respectfully submitted,

June 6, 2002  
Date

  
RUPAK NAG  
Reg. No. 37,493

RECEIVED  
JUN 28 2002  
GROUP 3600

JEFFER, MANGELS, BUTLER & MARMARO LLP  
Tenth Floor  
2121 Avenue of the Stars  
Los Angeles, CA 90067  
Tel: (310) 203-8080



RECORDATION FORM COVER LETTER  
**PATENTS ONLY**

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Larry Atil      Shari Daniels      Rachel Dunhoff      David Fruge  
Claire Gordon      Dean Lerch      Henry Miersma      Karin Miller  
Kristin Papoi      Kara Roberts      Ron Seats      Amy Smalley  
Vanna Lockwood

2. Name and address of receiving party(ies):

Smith & Noble, LLC  
1801 California Avenue  
Corona, California 92881  
US

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date 2/18/02, 2/19/02,  
2/20/02, 3/13/02, 3/26/02,  
3/27/02

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**JUN 28 2002**

**GROUP 3600**

4. Application number(s) or patent number(s): 10/028,157

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

BERNARD R. GANS, ESQ.  
JEFFER, MANGELS, BUTLER & MARMARO LLP  
2121 AVENUE OF THE STARS  
TENTH FLOOR  
LOS ANGELES, CALIFORNIA 90067

6. Total number of applications and patents involved: [ 1 ]

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed Check No. 529030  
☐ Authorized to be charged to deposit account

8. Deposit account number: 10-0440

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

*To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.*

March 28, 2002

Rupak Nag, Reg. No. 37,492

Total number of pages including cover sheet, attachments, and document: 2

OMB No. 0651-0011

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Washington, D.C. 20231**

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503.

58821-5001

## ASSIGNMENT

(1-8) Insert Name(s) of Inventor(s)	(1) Larry Atil	(5) Claire Gordon	(9) Kristin Papoi
	(2) Shari Daniels	(6) Dean Lerch	(10) Kara Roberts
	(3) Rachel Dunhoff	(7) Henry Miersma	(11) Ron Seats
	(4) David Fruge	(8) Karin Miller	(12) Amy Smalley (13) Vanna Lockwood
In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to			
(9) Insert name of Assignee	(9) SMITH+NOBLE, LLC.		
(10) Insert state of incorporation of Assignee	(10) Delaware limited liability company		
(11) Insert address of Assignee	(11) 1801 California Avenue Corona, California		
	(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as		
(12) Insert identification of invention, such as title, case number or foreign application number	(12) METHOD OF ORDERING PRODUCTS USING A PRINTED PUBLICATION  for which the undersigned has (have) executed an application for patent in the United States of America on		
(13) Insert date of signing of application	(13) 2/18/02, 2/19/02, 2/20/02, 3/15/02, 3/26/02, 3/27/02		

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants ROD S. BERMAN, Reg. No. 31,483, BERNARD R. GANS, Reg. No. 27,443, BRIAN W. KASELL, Reg. No. 33,522, KATHY MOJIBI, Reg. No. 41,409 and RUPAK NAG, Reg. No. 37,493 the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for recordation of this document.

✓ 2/20/02 ✓  
 Date Signature of Assignor - Larry Atil Signature of Witness

✓ 2-19-02	<u>Shari Daniels</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Shari Daniels	Signature of Witness
✓		
Date	Signature of Assignor - Rachel Dunhpff	Signature of Witness
✓		
Date	Signature of Assignor - David Fruge	Signature of Witness
3/19/02	<u>Ch. Fruge</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Claire Gordon	Signature of Witness
✓		
Date	Signature of Assignor - Dean Lerch	Signature of Witness
2/19/02	<u>Henry Miersma</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Henry Miersma	Signature of Witness
2-19-02	<u>K Miller</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Karin Miller	Signature of Witness
2-26-02	<u>Cristin Papoi</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Kristin Papoi	Signature of Witness
2/19/02	<u>Kara Roberts</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Kara Roberts	Signature of Witness
✓		
Date	Signature of Assignor - Ron Sears	Signature of Witness
✓		
Date	Signature of Assignor - Amy Smalley	Signature of Witness
2/19/02	<u>Vanna Lockwood</u>	<u>Shellen Dopele</u>
Date	Signature of Assignor - Vanna Lockwood	Signature of Witness

FILE

LTC

STN

58821-5001

B

(3/28/02)

BRY

<b>PATENT</b>	
Serial/Patent No. <u>10/028157</u>	File No. <u>58821-5001</u> Date Mailed <u>3/28/02</u> By: <u>RKN</u>
Title: <u>Method of ordering products using a printed publication</u>	
Client Name: <u>Smith &amp; Rowe</u>	
The Following, due _____ in the U.S. Patent and Trademark Office, was received in the Patent and Trademark Office on the date stamped hereon: <u>2002 MAR 28 AM 10:59</u>	
<input type="checkbox"/> Amendment/Response <input type="checkbox"/> Application for Patent including _____ Pages of Spec.; No. of Claims _____ <input type="checkbox"/> Drawings: # of Sheets _____ Formal _____ Informal _____ <input type="checkbox"/> Declaration, Affidavit or Oath; Power of Attorney <input checked="" type="checkbox"/> Assignment w/PTO Form 1595 <input type="checkbox"/> Verified Statement <input type="checkbox"/> Form 1082 - New Appln. Transmittal (duplicate) <input type="checkbox"/> Petition for Extension of Time <input checked="" type="checkbox"/> Check No. <u>529020</u> for \$ <u>40</u> <input type="checkbox"/> Check No. _____ for \$ _____ <input type="checkbox"/> Check No. _____ for \$ _____	<div style="text-align: center;"><b>FINANCE SECTION</b></div> <input type="checkbox"/> Transmittal Letter <input type="checkbox"/> Issue Fee Transmittal (duplicate) <input type="checkbox"/> Maintenance Fee Transmittal <input type="checkbox"/> Letter Re _____ <input type="checkbox"/> Notice of Appeal <input type="checkbox"/> Priority: _____ <input type="checkbox"/> Certified Copy; # _____ of Docs. _____ <input type="checkbox"/> Information Disclosure Statement w/ _____ cited references <input checked="" type="checkbox"/> Express Mail No. <u>EL2904184089</u> <input checked="" type="checkbox"/> Certificate of Mailing <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____

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## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/028,157	12/21/2001	2161	870	58821-5001	7	11	2

CONFIRMATION NO. 3389

## CORRECTED FILING RECEIPT



\*OC000000008176780\*

JEFFER, MANGELS, BUTLER & MARMARO LLP  
TENTH FLOOR  
2121 AVENUE OF THE STARS  
LOS ANGELES, CA 90067

Date Mailed: 05/23/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).**

## Applicant(s)

Larry Gregory Atil, Alta Loma, CA;  
Shari Daniels, Phillips Ranch, CA;  
Rachel Dunhoff, Temecula, CA;  
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Karin Miller, Long Beach, CA;  
Kristin Papoi, Montrose, CA;  
Kara Roberts, Murrieta, CA;  
Ron Seats, Corona, CA;  
Amy Elizabeth Smalley, Eagle, CO;  
Vanna Lee Lockwood, Corona, CA;

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted 01/25/2002

Projected Publication Date: 06/26/2003

Non-Publication Request: No

Early Publication Request: No

**Title**

Method of ordering products using a printed publication

**Preliminary Class**

705

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Title 37, Code of Federal Regulations, 5.11 & 5.15**

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